

DI -- Computer lighting networks that use LEDs are also known. U.S. Patent No. 4,845,481, issued to Havel, is directed to a multicolored display device. Havel uses a pulse width modulated signal to provide current to respective LEDs at a particular duty cycle. U.S. Patent No. 5,184,114, issued to Brown, shows an LED display system. U.S. Patent No. 5,134,387, issued to Smith et al., is directed to an LED matrix display.--

In the Claims

Please cancel claims 3-7, 27-40, 43-44, 49, and 55 without prejudice or disclaimer as to the subject matter underlying these claims.

Please substitute claims 1-2, 8-10, 14-15, 19-23, 41-42, 45, and 50-51 below for the pending claims with the same numbers. A prior version of pending claims 1-2, 8-10, 14-15, 19-23, 41-42, 45, and 50-51 with all changes made by the current amendment shown using bolded bracketing and underlining is attached hereto, and is captioned "**VERSION WITH MARKINGS TO SHOW CHANGES MADE**".

1. (Amended) A method for attracting attention from an observer to a retail display, the method comprising acts of:

providing an LED system to generate light of a range of colors within a color spectrum;
placing the LED system to affect the retail display with the light; and
generating the light so as to illuminate the retail display.

2. (Amended) The method of claim 1, further including an act of providing a processor for controlling an amount of electrical current supplied to the LED system, so that a particular amount of current supplied thereto generates light of a corresponding color within the color spectrum.

8. (Amended) The method of claim 2, wherein the act of placing includes positioning the LED system to affect a non-opaque object within the retail display.

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9. (Amended) The method of claim 8, wherein the retail display is substantially transparent and comprises glass, ice, crystal, or plastic.

10. (Amended) The method of claim 8, wherein the act of placing includes positioning the LED system to affect a non-opaque container within the retail display, the non-opaque container containing a non-opaque substance.

14. (Amended) The method of claim 2, wherein the act of placing includes positioning the LED system to affect a displayment sign within the retail display.

15. (Amended) The method of claim 2, wherein the act of placing includes positioning the LED system to affect an informational board within the retail display.

19. (Amended) The method of claim 2, further comprising an act of varying the color of the generated light over a period of time so that the observer perceives a change in color of the retail display being affected by the generated light.

20. (Amended) The method of claim 2, further comprising an act of varying the color of the generated light over a period of time so that the observer perceives an illusion of motion in a design on the retail display being affected by the generated light.

21. (Amended) The method of claim 19 or 20, wherein the retail display is at least one of a picture, photograph, image, displayment sign, informational board, or advertisement display.

22. (Amended) The method of claim 2, wherein the generated light changes color over a period of time so as to permit an observer to perceive an illusion of motion of the retail display being affected by the generated light.

DS
23. (Amended) The method of claim 19, 20, or 22, wherein the retail display being affected by the light comprises at least one display used for advertising purposes.

DL
41. (Twice Amended) An apparatus, comprising:
at least one LED;
an addressable controller having an alterable address, the controller having a signal generator to generate control signals to control light emitted by the at least one LED;
a receiver coupled to the addressable controller to receive data corresponding to the alterable address and indicative of the light to be emitted by the at least one LED; and
a non-opaque container containing a non-opaque liquid and arranged such that the non-opaque container is illuminated from the inside by the light generated by the at least one LED.

42. (Twice Amended) An apparatus, comprising:
a vending machine and an illumination system disposed within the vending machine for illuminating the vending machine, the illumination system comprising:
at least one LED;
an addressable controller having an alterable address, the controller having a signal generator to generate control signals to control light emitted by the at least one LED; and
a receiver coupled to the addressable controller to receive data corresponding to the alterable address and indicative of the light to be emitted by the at least one LED.

D1
45. (Amended) An article of clothing comprising an LED system including at least one LED, and a microprocessor that controls the at least one LED.

DD
50. (Amended) The article of clothing of claim 45, wherein the LED system is capable of displaying a programmable lighting effect.

DS
51. (Amended) A method for illuminating a retail display, comprising acts of:

providing an LED system that generates light of a range of colors within a color spectrum in response to an activation signal;
directing the light toward the retail display; and
controlling the activation signal to vary the range of colors of the light over time, whereby the retail display is affected with color-changing illumination.

Please add claims 58-73 as follows:

58. (New) The method of claim 1, wherein the act of providing includes providing an LED system comprising a plurality of LEDs and an addressable controller for controlling light generated by the plurality of LEDs.


59. (New) The method of claim 1, wherein the retail display comprises more than one color, and wherein the method further comprises an act of varying the color of the generated light over a period of time so that the observer perceives a change in color of the retail display being affected by the generated light.


60. (New) The method of claim 1, wherein the retail display comprises more than one color, and wherein the method further comprises an act of varying the color of the generated light over a period of time so that the observer perceives an illusion of motion in a design on the retail display being affected by the generated light.

61. (New) The apparatus of claim 41, wherein the controller generates the control signals as pulse width modulated control signals so that the light emitted by the at least one LED is emitted for portions of timing cycles.

62. (New) The vending machine of claim 42, wherein the controller generates the control signals as pulse width modulated control signals so that the light emitted by the at least one LED is emitted for portions of timing cycles.

63. (New) The article of clothing of claim 45, wherein the LED system includes LEDs of at least two different colors.


 64. (New) The article of clothing of claim 45, wherein the LED system includes at least one LED that may emit light at two or more wavelengths.

 65. (New) The article of clothing of claim 45, wherein the microprocessor controls the LED system to generate one or more illumination patterns.

66. (New) A method for attracting attention from an observer, the method comprising acts of:

providing an LED system to generate light of a range of colors within a color spectrum;
positioning at least one object selected from the group consisting of a stencil and gobo between the LED system and a surface; and
generating light so as to project light through the object onto the surface.

67. (New) The method of claim 66, wherein the act of providing includes providing an LED system comprising a plurality of LEDs and an addressable controller for controlling light generated by the plurality of LEDs.

 68. (New) A method for attracting attention from an observer, the method comprising acts of:

providing an LED system to generate light of a range of colors within a color spectrum;
placing the LED system to affect an object with the light, the object being selected from the group consisting of a display case, a vending machine, a beverage container, and an advertising display; and
generating the light so as to illuminate the object.

69. (New) The method of claim 68, wherein the object is a display case.

70. (New) The method of claim 68, wherein the object is a vending machine.

71. (New) The method of claim 68, wherein the object is a beverage container.

72. (New) The method of claim 68, wherein the object is an advertising display.

73. (New) The method of claim 68, wherein the act of providing includes providing an LED system comprising a plurality of LEDs and an addressable controller for controlling light generated by the plurality of LEDs.
